

0941871-083001
1005801-204460

Abstract of the Disclosure

A method and a computer program are described for developing a product (110), and services associated with the product, which product has at least one activation area (308) which is provided with a position code (403) that codes at least one position on an imaginary surface (601), which position causes a device (710) that detects the position code (403) to initiate an operation that utilizes information recorded by the device (710). A digital representation of at least part of the product comprising image points is produced, each image point in the digital representation of the activation area (308) corresponding to a position on the imaginary surface (601). A digital template that can be used for making the digital representation of the product is also described.